62,61 Index*

THE NEW YORK AND NORTHEASTERN STRAWBERRY ASSOCIATION, Inc.

HONEOYE FALLS, NEW YORK

PERMIT NO. 11

U. S. POSTAGE PAID







































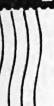


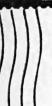


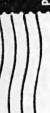


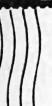


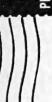






























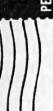








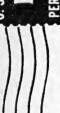




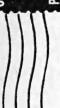
















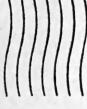


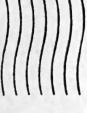


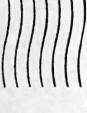


























































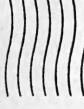


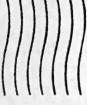


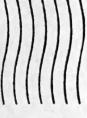






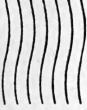


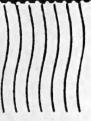


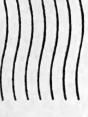








































































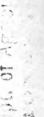














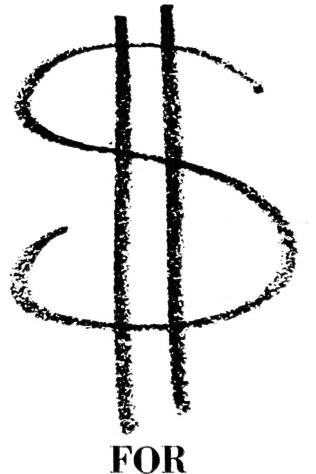








DOLLARS SAVED
OR
DOLLARS EARNED
THERE ARE



YOU
IN THIS NEW TYPE OF
NURSERY-INVESTMENT
PLAN

SAVINGS ON YOUR PURCHASES

THINK! For every ten dollars you invest in Class B shares of the New York and Northeastern Strawberry Association (successor to The Berry Patch), you are entitled to ten dollars worth of discount between August 1 of one year and July 31 of the following year, at the rate of 20% or one fifth of the total of each purchase you make from the Association. This discount is good year after year, not only in the first year of your investment, and will remain your privilege as long as you remain the investor.

You will not be able to carry unused discounts from one year to the next, but you may use your discount on purchases made by others if the order is placed by you for them. Your investment and your discount privilege are irrevocably tied together, so that while you may give or sell your interest in the Association to another, you will thereby transfer to him or her, your discount privilege also.

Such transfers must be recorded by the Association to be effective.

The discount privilege will apply to all nursery stock, merchandise, products or services offered for sale by the Association except for Postal charges such as Special Delivery or Special Handling and Collect Freight. If the Association cannot give the discount, it will not list the item. Purchase discounts may not be applied to C.O.D. orders.

CASH ON ORDERS YOU TAKE

Everyone likes to recommend a good product. It is selling at its easiest when the product is so good, people ask you where you can get it. This is your opportunity as an investor in the Association to take full advantage of your

discount privilege.

Show your friend the Association price list and offer to place his order for him. When he has made his selection and decided the quantity and kinds of merchandise he wants, take down his name and address carefully, record the order and figure the amount of money the order comes to. It is this amount you collect from your friend. When you send the order to the Association, and this should be done promptly, you deduct your discount (20% or one fifth of the total you have collected) and send only the balance. Thus you collect your cash "commission" on the sales you make at once, and your Association takes over from there, shipping quality and satisfaction to your "customer" with no further effort on your part.

How much money can you make each year this way? This is very much up to you. Dollar for dollar, your annual discount privilege equals your total investment in the Association. So if you invest \$50.00, you can make \$50.00 a year, by taking orders for Association merchandise totaling \$250.00. If you take only \$200.00 worth of orders, you will make 20% of \$200.00 or \$40.00. On the other hand, if your total orders in one year amount to \$300.00 and your investment is \$50.00, you can make only the amount of your investment—\$50.00.

Established nurserymen and fruit merchants who wish to use this plan should guage their investment by 20% of their normal gross sales of plants or berries. The Association will have no "wholesale" price list and the discount privilege will extend only to eligible Association investors in Class B shares.

COUNT TO CLASS B SHAREHOLDER

DIVIDENDS FROM ASSOCIATION EARNINGS

The New York and Northeastern Strawberry Association is an incorporated business. Association investors are stockholders and thus, part owners of the business to the extent of their investment. At the year's end—July 31, in this case—after all costs have been accounted for and necessary funds provided for work in the coming year, remaining earnings of the Association are subject to "dividends". This dividend is a distribution, amongst the owners of our business, of unused profits or "free earned surplus".

All investors in the Association may receive such distribution of the unused profits annually. Investors in Class A stock must receive a 6% dividend first, for Class A shareholders have no purchase discount privileges. After this dividend has been provided for, the balance of unused profits may be distributed equally amongst all the shareholders of the Association, whether their investment

is in Class A or Class B stock.

How much this dividend will be, depends on many things. It depends first of all on a high volume of sales; secondly on low costs of producing Association products and administering the business; and thirdly on how many shares of Class A and Class B stock are eligible for dividends. (Those issued to investors by March 1 of the year in which dividends are to be distributed.)

Assuming that all Class A and Class B shares are issued by March 1 of 1958 and that there are \$10,000 unused profits at July 31, 1958 (our estimate), Class A shareholders would first receive 6% of their total investment of \$50,000 or \$3,000.00. The remaining \$7,000 would then be distributed equally amongst the 5,000 Class A shares and the 5,000 Class B shares—or 70c per share.

Producing quality at low cost is solely the responsibility of your Association management, appointed by the Board of Directors whom the shareholders elect annually. Maintaining sales at the maximum high level is a responsibility shared

by Association management and Class B Shareholders.

If the sales volume is high and costs low—which is the objective, of course—the annual dividends can be very rewarding. If the sales volume is short and costs normal or higher than anticipated, then it might be that dividends would be available only to Class A shareholders for that period.

With this in mind, it is not difficult to see that the Class B shareholder, through his purchases and sales to others, has much to do with the amount of

dividends his investment will earn for him.

HOW CAN YOU LOSE?

When you plant your garden, do you think of it as an investment you might lose? We gardeners know we can lose our investment of labor and the cost of seeds, plants and fertilizer through carelessness or some freak of nature over which we have no control. But the loss we sustain in gardening is limited to what we have put into it. So in the Association, your possible loss is limited to the amount of your investment.

By taking your purchase discounts fully every year on Association products (which must be priced in line with all other like nursery products, in order for us to do business at all), it becomes a matter of impersonal mathematics—

Association Class B shareholders cannot lose!

OF RECORD DECEMBER 31, 1955





FACT OF THE MATTER IS -

- WHEN you become a Class B shareholder determines WHEN you take Purchase Discounts.
- * SOME of you will be taking discounts this spring!
- SOME of you will be taking Purchase Discounts after August of this year.
- * SOME of you will have to wait for Purchase Discounts until August 1957.
- * SOME of you will wait too long and miss out on Purchase Discounts entirely!
 - * There are only 5,000 shares of Association Class B shares to be had.
 - 13,000 of these pamphlets are being distributed this spring.
- Our investors to date have bought more than one share each.
- · SOMEbody's going to be sorry be didn't look into this promptly.

ARE YOU?

It's our suggestion that you write to-day for further information on this mutually rewarding new type of Nursery-Investment including the New Strawberry Plant Propagation Program. Until further notice, purchases of Association shares of both Class A and Class B will be restricted to bona fide residents of New York State. however inquiries from residents of other states will be fully answered and inquirers' names filed for notification when restrictions have been lifted.

Please address your inquiries to:

Office of The President.

The New York and Northeastern Strawberry Association, Inc.

Honeoye Falls, N. Y.

RECOMMENDED STRAWBERRY READING

The How-To Book on Strawberries—We're pleased to report that this 112 page The How-To Book on Strawberries—We're pleased to report that this 112 page hand-book on strawberry culture leaves very little to guesswork, answers most of the questions you're ever had on the subject and carries the author's guarantee to find the answers to new questions if the answer is known. Written for the layman with sly, fresh humor on each cartoon illustrated page, fruit growers in the business find it full of useful information too.

THE HOW-TO BOOK ON STRAWBERRIES-By Robin Wyld \$1.50 postpaid

The American Fruit Grower—Here's a monthly magazine edited by a fellow-strawberry enthusiast who apparently spends all his time searching for new and progressive strawberry ideas in the nation. Lots of news about other fruits too in American Fruit Grower, But EVERY month, something about strawberries. We've been looking for such a magazine for a long time. Bet

THE AMERICAN FRUIT GROWER

One year-\$1.00

2 Lbs.

Three years-\$2.00

The American Fruit Grower plus The American Vegetable Grower 12 monthly issues of two up-to-the-minute magazines \$1.50

"How much nitrogen—how much phosphate—how much potash?"

for vigorous growth

provide a season's nourishment for a berry bed about 40 by 100 feet (500 plants). For smaller plantings, figure one pound of Ra-Pid-Gro for each 50 plants you set out, applied at ten day to two week intervals from the day you plant until late fall, allowing two teaspoons of Ra-Pid-Gro in a gallon of water per plant, per feeding.

solution recommended above. Watching the steady, stocky development of the plants all summer long, we were convinced that THIS was the way to feed straw-

Next year, we hope we will have enough information on this relatively new procedure to report on methods you can adapt to your garden hose or field irrigation system. Meantime, there's nothing wrong with the sprinkling can routine on small patches.

package for a pre-planting clip for your strawberries. You'll be delighted you did, and just to keep your garden growing this year, make a five pound can of Ra-Pid-Gro your minimum order—your whole garden will be delighted with this idea!

CATSKILL VF—With the elimination of virus in the planting stock, nothing but good can be said about Catskill. Very heavy yielding, very large fruit that comes in mid-season from stocky, vigorous plants, Catskill is equally important in the home garden or the commercial patch. The fruit is mild and sweet in flavor, the color a bright, good red and the berry freezes very well too.

STRAWBERRY PLANTS--OLD RELIABLE VARIETIES

FAIRFAX VF—Here is probably the outstanding strawberry of all time, growing pretty enough to use as a border in the flower garden! Super-sweet, very dark red through the berry when fully ripe and the first fruit in early mid-season, as large and juicy as plums. Fairfax freezes, preserves, ships well and is good on the roadside stand if not allowed to get over-ripe. Absolutely nothing like it on the table, but leave off the sugar.

PREMIER VF-Still the best early variety-and the earliest of the better strawberries, Premier needs no introduction from us. Some say there's a difference between virus-free Premier and the "old" Premier, but the experts are still in a hassle over the dissimilarity and we're not anxious to get into the fray. Our local fruit men are concentrating on late berries rather than early ones, but if you want an early strawberry—this is it!

SPARKLE VF—What new good thing can we say about Sparkle that someone else hasn't said already? A late season, long season strawberry, round and dark red clear through, richly flavorful and a heavy cropper in spaced row and under irrigation. Sparkle is THE accepted freezer and is known as well by name as Premier. No home garden should be without Sparkle and any roadside stand or market is not worthy of the name where Sparkle not in heavy supply

NEW FAVORITES

ARMORE VF-Here's a new late strawberry that has all the fancy appearance and good flavor people clamor for in the "season-extender" department. Armore yield is good, the fruit is large, shiny and bright and commercial growers are taking Armore to market profitaby. A Missouri introduction, armore thrives in the Northeast. Recommended highly -it freezes too!

—It freezes too:

EDEN—We get our fill of strawberries in season, but of this one we never get enough. The flavor and aroma is sharp and spicy and as far as freezing goes—there is no other strawberry that goes into our storage! Bright, clear red all through the magnificent fruit and tarty, Eden freezes "fresh tasting," never becoming pulpy or rubbery. All sorts of commercial possibilities, but Eden is still new and needs selling. After that, Eden has the edge on Searthle in fruit customer profurence. on Sparkle in fruit customer preference.

EMPIRE VF—Introduced in 1950, Empire started right out going places and hasn't stopped since. Reasons are tremendously heavy yield, drought resistance, most beautiful and exceptionally large berries and a delicate, sweet flavor. For the home garden, if you only have room for one variety, Empire doesn't freeze well but has a long early, mid-season and late crop and will keep you in fruit you can brag about. For market or road-side selling, Empire moves right out first at prices above the other stock-in-trade which is about as good a mendation for a commercial strawberry as we know!

ERIE—Here you find Empire performance on heavy ground. Erie has a little better freezing qualities than Empire, better color in the center of the fruit and otherwise resembles Empire so strongly in the box, we get all confused ourselves. Try Erie if other varieties have failed you. It's late, productive and about as pretty a strawberry sight as you're likely to see.

SUPERFECTION EVERBEARING

Whatever you look for in an everbearing variety, it is well to consider that YOU Whatever you look for in an everteering variety, it is well to consider that 100 provide the time and patience to take proper care of the planting in order to get maximum yields. (See The How-To Book on Strawberries for the complete story and cultural program required.) Set everhearers very early, keep the blossoms picked off to the Fourth of July, space the runners carefully, and in August, start picking your crop which last strough to first hard frost. Variety? Superfection, of course. For size, appearance, yield and flavor no other everhearer company. other everbearer compares.

MAY WE HELP YOU MAKE YOUR SELECTION?

Each of the nine strawberry varieties we have listed this year is tops in its season and class for Northeastern United States. If your old favorite or new enthusiasm is not listed, it's probably because we feel it is topped by a variety we do list. We expect to hear from the Robinson contingent on this, but it's our honest opinion you can make just as much money on Catskill or Empire and grow a far better strawberry as well!

On the other hand, tastes differ and it's impossible to answer the question we hear most—"What is the BEST strawberry?" For you who are just starting out, try the Home Garden Selection; you cover the field and can't miss. After you know what THAT'S all about, try your hand with The New Favorites Collection for a change

For those of you who have a serious objective, we've provided a check list to match with the purpose of your strawberry planting, varieties listed in order of preference. If yours is a big deal, you'll need only 5,000 of these super-thrifty plants to the acre Plant any heavier and you'll be awfully sorry come about August. Now then-

FOR FREEZING	FOR ROADSIDE STANDS	TO TAKE TO MARKET
Eden	Empire	Empire
Fairfax	Catskill	Catskill
Sparkle	Sparkle	Sparkle
Superfection	Armore	Fairfax
Catskill	Fairfax and Eden	Premier and Armore

SPARE TIME PROFITS COLLECTION

Good For One Man-Working One Day A Week-On One Fifth of An Acre To Produce 1,000 Quarts of Fruit 250 Empire — 250 Catskill — 500 Sparkle

1,000 Strawberry Plants - \$25.00 postpaid

HOME GARDEN COLLECTION NEW FAVORITES COLLECTION 25 Catskill 100 plants 25 Fairfax 25 Armore 75 plants \$4.25 25 Premier 25 Eden \$3.50 Postpaid 25 Sparkle Postpaid 25 Empire Any Three Varieties -75 Plants-\$3.25 postpaid

CERTIFICATE

No. 292

STATE OF NEW YORK DEPARTMENT OF AGRICULTURE AND MARKETS
Daniel J. Carey, Commissioner

THIS IS TO CERTIFY that the strawberry plants of The New York and Northeastern Strawberry Association, Inc. of Honeoye Falls, County of Monroe, State of New York, have been duly examined in compliance with the Agriculture and Markets Law and have been found to be apparently free from all injurious pests and plant diseases. This certificate is valid until October 1, 1956 unless revoked before that date DANIEL J. CAREY, Commissioner

Dated, Albany, N. Y. August 4, 1955

H. B. LITTLE, Director
Bureau Plant Industry

STRAWBERRY PLANT PRICE LIST

	(Please add 10% for shipments west of the Mississippi)							
	25	50	-5	100	200	250	500	1000
Catskill Fairfax Premier Sparkle	\$1.35	\$2.25	\$3.25	\$3.95	\$.600	\$7.50	\$13.50	\$22.00
Armore Eden Empire Erie	1.50	2.50	3.50	4.50	6.75	8.25	14.95	24.50
Superfection	2.25	3.95	5.25	6.50	9.50	10.25	19.50	36.00

Our price list does not allow for mixed varieties at quantity rates. Please figure each variety separately. 500 plants or more picked up at Honeoye Falls—subject to 10% discount, our saving on postage and packing.

SPECIAL HANDLING AND SPECIAL DELIVERY

SPECIAL HANDLING AND SPECIAL DELIVERY

Parcel Post delivery of non-perishable matter couldn't be finer—BUT—allow for human confusion on the shipping of perishables. In the thick of the gardening season, Postal Terminals, where packages are sorted and relayed to your Post Office, sometimes get jamme, packages are delayed and we're all in trouble.

Parcel Post Special Handling carries your package right on through the crowded Terminals like a breeze. Well worth 20c added to your order.

Parcel Post Special Delivery by-passes Terminals ang gets out of your own Post Office in a hurry. Especially useful on those plants out want mailed out toward the old of the week. 35c for this extra service and in many average out of support them. Please do NOT pay for both Special Handling and Special Delivery on one order to be shipped in one package. One service cancels the other and gives us 20c we usually forget to refund!

LET'S NOT BE OLD FASHIONED ABOUT FERTILIZER!

	USE RA-PI	D-GRO		
\$0.50	8 Oz.	\$0.69	i Lb.	\$1.25
\$2.35	5 Lbs.	\$4.50	10 Lbs.	\$8.75

RA-PID-GRO in solution supplies these growth-determining fertilizers at the rates of 23-21-17 respectively, but much more importantly to you, what your strawberry plants—your lawn and garden too—need is ALL in Ra-Pid-Gro's chemically balanced formula plus those many mysterious "trace elements" plants need

A ten pound can of Ra-Pid-Gro will furnish better than the equivalent of 100 pounds of the ordinary balanced plant food you have been using and will

Water your bed thoroughly before applying Ra-Pid-Gro and then apply the solution generously around the plants and over the leaves! Used as directed, there is no danger of "burning" your plants with Ra-Pid-Gro.

Faced last spring with the important responsibility of caring for twenty, tiny super-plants obtained from the U. S. Department of Agriculture, and grown under the most rigidly scientific culture, in screenhouse, we determined that Ra-Pid-Gro would be our safest and most effective fertilizing agent.

The screenhouse planting was put on a regular schedule of "baby-care"—one inch of water supplied through irrigation each week, followed by the Ra-Pid-Gro

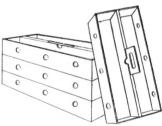
In 1956, continuing our new strawberry plant program, we will closely follow the current research underway at Cornell on fertilizing through irrigation.

By the way-look for the little Gold Gift Package of Ra-Pid-Gro which will be packed in every plant order we send out. Follow the instructions on the

FROM FIELD TO KITCHEN IN DEL-CORR BERRY CADDIES

Now you can put an effective stop to the endless pack, unpack and repack chore of handling strawberries and other small fruits from the field to the ultimate consumer, do away with the extra labor you have needed in the past just to crate up the season's crop and effortlessly and automatically display on the market or at your stand, "the berries at the bottom of the crate

Designed by our co-operative and ingenious boxmaker who studied the step by step, old style, torturous progress of a ripe strawberry from plants in the field to the final customer, we offer this year the practical and economical



To THE BERRY PATCH, HONEOYE FALLS, N. Y.

for which please send met the following order, postpaid.

The How-To Book on Strawberries @ \$1.50

If you have friends who would like a copy of this circular, please write the names and addresses below and we will

TOTAL

For Special Handling add 20c

For Special Delivery add 35c

Enclosed is my remittance of \$.

Ra. Pid. Gra

Shipping date requested:

alodly mail them out for you.

Gentlemen:

Quantity

Name

Address

Address

City State

Address

0

DEL-CORR CORRUGATED BERRY CADDY FOR ALL SMALL FRUITS

Each lightweight but sturdy Caddy holds eight quarts or twelve pints of fruit with a one and one half inch head room allowance for rounded measure of the quarts topped off with your fanciest berries, fully protected from crushing and bruising when Caddies are stacked one on another, and strongly supported by a lengthwise, center divider to prevent shifting of the fruit in transit

Costing less per quart of fruit marketed than the cumbersome wooden crates you have been using, Caddies are shipped flat and require comparatively little storage room. Assemble Caddies quickly and easily in the field at harvest time and issue them as needed to the pickers to be used as a field picking tray, carried by a heavy-board handle which retracts into the enter divider when not in use. Filled, the Caddies may be inspected and immediately stacked, one on another, in your truck and taken, with no further handling of the individual quarts, to your stand, the market, the grocery store sales area and finally the kitchen of the ultimate

No matter how large or small a berry grower you are, you'll find Del-Corr Caddies save you costly time and labor besides boosting four and six quart sales to eight and giving you the opportunity to "price right" in quantities less than the standard 24 quart crates.

Handy for the Home Gardener-One Dozen Caddies-\$4.75 postpaid

DEL-CORR CADDY AND COVER PRICE LIST

(Shipped Freight Collect from the factory in Syracuse, N. Y.) (Approximate weight of Caddies -

100 250 500 1000 5000 (per 1000) CADDIES \$30.00 \$70.00 \$135.00 \$250.00 \$239.50 COVERS 14.25 33,00 63,50 118.00 114.00 (Orders must be fully paid by April 1 for May 15 delivery; by April 25 for June 4 delivery).

Del-Corr Caddy Covers are priced and ordered separately. Only growers who ship long distances will need to cover Del-Corr Caddies. Where 24 quart crates are standard on the market, stack three caddies, covering only the top one and strap the stack at each end with steel or glass

Equivalent 24 quart crate cost? 88c in thousand lots (333 crates) and we have experienced savings up to 25c per 24 quart unit in handling labor alone! This is definitely your year for cost recovery through a 100% switch to Del-Corr Caddies for all your small fruit crops.

Your name and address imprinted in red or green on one end of the Caddy—\$5.00 per thou sand additional plus the cost of your die—\$8.00. "It pays to advertise."

OF RECORD DECEMBER 31, 1955 ALL PRICES SUBJECT TO 20% DISCOUNT TO CLASS B SHAREHOLDER\$

NEW PACKAGING

From now on, your Berry Patch strawberry plants will come to you in clear, polye-

thylene plastic bags, bare-rooted and with crowns exposed for "breathing".

Scientific research and subsequent nursery experience have proven that plastic packaging delivers a better product to the gardener and greatly reduces the threat of plant loss in delayed parcel post shipments that was so frequently experienced with the old fashioned moss and paper wrappings. Plastic wrappings are not proof against ALL the things that can happen to living nursery stock from our hands to yours, but the hazards are greatly reduced which we consider an admirable achievement.

If you are not able to set your plants immediately on arrival, remove the outer wrappings only and put the plants, bag and all, in the refrigerator, seeing that the tops are not allowed to dry. We've held plants six weeks or more in this manner with no ill effects.

For emergencies only, however.

NEW SHIPPING DATES

New this year is our ability to ship your strawberry plant order any time after February or to hold it completely dormant, way into June, if weather conditions foil your early planting plans. It is still wise to take advantage of a long growing season by setting strawberries just as early as you can, but fully dormant plants will successfully come through a very late planting too—especially if you give the new planting all the water the soil will take without puddling, for at least three weeks after planting.

Your fully dormant plants will not arrive with a wealth of luxurious foliage attached. Be glad of that! The foliage is there, unwilted and unfurled in the vigor-packed crowns, all set for rapid take-off once the dormant period is broken by a few days of warm sun and moist soil. If you set in cool, cloudy weather and cold ground, expect the plant

dormancy to last a week or more.

Just because we can extend the shipping date of your plant order does not mean you can safely delay placing your order. There always comes a time when we are sold out of wanted varieties and must substitute or return your order unfilled. This disappoints us just

exactly as much as it does you. Maybe more!

Our very popular "GROWER PACK" for 1,000 or more plants of one variety, layered in damp peat moss and ready to set in the field with no bundles to untie, is available only on orders placed before March 31. Please specify "GROWER PACK" on the order blank if you prefer this time and labor saver. There is no extra charge.

NEW PLANT RELIABILITY

It is now established that we have a #1 Strawberry enemy common to all garden crops, but apparently more than vicious where strawberries are concerned. You've undoubtedly heard about it—the soil nematode. You can't see it with the naked eye, but it's work on

the roots of strawberry plants is very apparent.

Unfortunately no nurseryman is going to get rid of nematodes completely in a year or so, but a few very advanced growers have made the start. We didn't have the means to do this fairly involved work ourselves last year when nursery beds were being planted, but we contacted a grower who was equipped and would grow plants for us until we can get our own program going this year. Therefore it is to him that we owe much of the improved quality that has been grown into the plants we ship this season.

As a double check, every plant we handle will be twice inspected in our own packing shed by our own experienced help, each of them entirely familiar with the signs and importance of nematode infection. Their instructions—cull the nematode damaged plants. Your results—a much more reliable setting of strawberries and more and larger fruit

to pick.

Where varieties grown from virus-free stock are available this year, we are providing those plants—marked "VF" on your price list. Virus-free Eden, Erie and Superfection are not ready for commercial distribution this season.

OUR RESPONSIBILITY TO YOU

In the event that you receive a shipment of strawberry plants that you do not consider up to Berry Patch quality, please help us make speedy adjustment by notifying us at once. We will ship you replacement plants or refund your money, whichever you request.

It is our responsibility to see that you receive plants of the variety and in the quantity that you have ordered and that the plants arrive in full vigor and good condition at the shipping point you have specified. But because of different gardening methods, soil, handling, weather and other conditions beyond our control, we regret we cannot adjust Spring claims made to us after June 15.

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PRICE

LIST ...



THE NEW YORK AND NORTHEASTERN STRAWBERRY ASSOCIATION, Inc.

QUALITY STRAWBERRY PLANTS

For The Discriminating Gardener

GROWN FROM VIRUS-FREE STOCK UNDER VIRUS AND NEMATODE CONTROLLED CONDITIONS

TWICE INSPECTED

BY EXPERIENCED NURSERY WORKERS

PLUS

New moisture-preserving packaging.

New early and late shipping dates.

New reliability in fine plants.

New offerings of products for your gardening pleasure . . . and better results.